



Microsoft Canada IMPACT Awards

As a member of the Microsoft Partner Network, Microsoft Canada invites you to participate in the IMPACT Awards, through your submission that aligns with one or more of the award categories enclosed.

It is Microsoft's mission to empower every person and every organization on the planet to achieve more, and we have aligned our IMPACT Awards with this mission and wish to recognize those partners who have aligned their efforts with **customer excellence**, and to better the lives of Canadians and those abroad.

Submission Guidelines:

By ensuring optimum performance of mission-critical business services, please describe how you helped enhance a customer's competitive positioning, lowering their operational costs and optimizing the performance of their infrastructure.

For your submission, please answer the questions below, including title and numbering your response to each question. Responses to these questions are what the awards will be judged on. If you have additional information that you would like to include and it does not fit into these topics, then please add a separate heading titled "Additional Information" and add additional content.

1. **Customer Excellence/Impact and Transformation:**

- a. Describe the customer's business challenge or problem and how your solution was able to meet the needs of the customer.
- b. If applicable, highlight any digital transformation or Cloud solution adoption that took place with the customer, due to your solution.
- c. Explain how the offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (i.e. revenue acceleration, growth, customer adds, cost reduction, business productivity, gain business insights, assistance with managing or winning customers, building customer

satisfaction). Be specific and quantify the gains in terms of clear, measurable, return on investment, if possible.

2. Microsoft Products

- a. Describe what Microsoft products, services or technologies were used in the solution. Include all Microsoft products (with version) used, even those not related to the award category.

3. Competitive Advantage

- a. How did using the different elements of the Microsoft products, services or technologies help you win against the competition from a technical or business perspective.

4. Repeatability:

- a. Is this solution specific to one particular customer or is it repeatable – providing a broader market impact? In which key industry verticals was your solution implemented and how do you foresee any new industry expansion for your business?

5. Partnering for Success:

- a. Were there other services through collaboration with any other partner, and if so describe how it enabled you to specialize, scale, reduce cost and/or produce additional value to your customer?

6. Economic Impact on Partner Business:

- a. How did your solution or service increase Microsoft's Cloud Technology platform usage? Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- b. Show the impact of the Microsoft business on the partner, for this solution and overall business.
- c. How did this solution contribute to revenue, growth and customer adds, and what this means for future partner growth.

There are three awards where the above submission guidelines may not all be applicable. For these, please ensure that you have addressed the unique set of guidelines that are included under the respective categories. The three award categories are:

1. Modern Marketing Innovation Award
2. Living the Mission Award
3. Winning Together Award

Only partners who are currently enrolled in the Microsoft Partner Network will be considered for an IMPACT Award.

Preference for all award finalists will be for partners with a Competency. For awards where a specific competency is preferred, those details will be called out under each individual award category description.

The 2019 IMPACT Award Categories are as follows:

1. [Modern Workplace Innovation Award](#)
2. [Data Innovation Award](#)
3. [AI Innovation Award](#)
4. [Business Applications Innovation Award](#)
5. [Innovation with Hardware Award](#)
6. [Hardware Partner of the Year Award](#)
7. [Infrastructure Innovation Award](#)
8. [Application Innovation Award - FinTech](#)
9. [Application Innovation Award - Manufacturing](#)
10. [Application Innovation Award - Retail](#)
11. [Application Innovation Award - Healthcare](#)
12. [Application Innovation Award - Education](#)
13. [Application Innovation Award - Government](#)
14. [Commercial Enterprise Partner of the Year](#)
15. [SMB Scale Direct Partner of the Year](#)
16. [SMB Scale Indirect Partner of the Year](#)
17. [SMB Regional Partner of the Year](#)
18. [New Acquisitions Champion Award](#)
19. [Sales Excellence Award](#)
20. [Breakthrough Partner of the Year](#)
21. [Modern Marketing Innovation Award](#)
22. [Living the Mission Award](#)
23. [Winning Together Award](#)

Modern Workplace Innovation Award

This Award recognizes a partner that delivers value to customers through innovative solutions on Microsoft 365 enabling and empowering businesses to achieve more. The winning nomination will showcase the value of delivering a Microsoft 365 (Office 365, Windows 10, and Enterprise Security + Mobility) innovative solution either by deploying the full set of offerings directly or with other partners.

Nominations in this category should demonstrate industry-leading innovation, creative use of Microsoft 365, competitive differentiation, and customer value that results in a profitable business while showcasing the value of Microsoft 365.

Preference for partners with a competency in Cloud Productivity, Small Midmarket Cloud Solutions, Communications, Messaging, Collaboration and Content, Enterprise Mobility Management, Windows and Devices.

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Data Innovation Award

A Microsoft Data solution improves or drives innovation in scenarios such as drive operational performance to enable innovation and use advanced data analytics to transform a business with new business models and revenue streams.

This Award recognizes a partner who has used the power of advanced analytics to derive insights to help their customers optimize operations, drive innovation, and deliver value to the company and its customers.

Preference for partners with a competency in Cloud Platform, Data Analytics, Data Platform.

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AI Innovation Award

A Microsoft Artificial Intelligence solution improves or drives innovation in scenarios such as the ability to monitor assets to improve efficiencies, drive operational performance to enable innovation, and use advanced data analytics to transform a business with new business models and revenue streams.

This Award recognizes a partner who has used the power of machine learning and Artificial Intelligence to derive insights to help their customers optimize operations, drive innovation, and deliver value to the company and its customers.

Preference for partners with a competency in Cloud Platform, Application Development.

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Business Applications Innovation Award

This Award recognizes a partner who has delivered an innovative solution using Microsoft Dynamics 365 to enable end-to-end intelligent business applications in the cloud. The winning nomination will have demonstrated consistent, high-quality; predictable service to Microsoft Dynamics customers, helping to ensure significant business benefits from their Microsoft Dynamics 365 investments. This can include the integration of Office 365, PowerBI and/or Azure with Dynamics 365 in the solution

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Innovation with Hardware Award

The Innovation with Hardware award focuses on partners who have utilized a mix of unique software and/or services to romance Microsoft's first party hardware capabilities to help organizations transform the ways they work, create, collaborate and learn. The solution must include a mix of unique software or services paired with one or more categories of first party hardware, including HoloLens, Surface Hub, Surface Book, Surface Pro, Surface Laptop and Surface Studio.

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Hardware Partner of the Year Award

The Hardware Award focuses on partners who have utilized a mix of unique software and/or services to romance Microsoft's first party hardware capabilities to help organizations transform the ways they work, create, collaborate and learn. The solution must include hardware at the core of the offering with one or more categories of first party hardware, including Surface Hub, Surface Book, Surface Pro, Surface Laptop and Surface Studio.

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Application Innovation Award - FinTech

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Financial Services customers. Successful entrants will also demonstrate business leadership and

success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Application Innovation Award - Manufacturing

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Manufacturing customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Application Innovation Award - Retail

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Retail customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Application Innovation Award - Healthcare

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Healthcare customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Application Innovation Award - Education

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Education customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Application Innovation Award - Government

This Award recognizes partners who have provided innovative solutions based on Microsoft's App Development, Data, and AI platform capabilities, to deliver new value and connected experiences to thrive in the digital age. The winning nomination will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Government customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.

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Infrastructure Innovation Award

The Infrastructure Innovation Award recognizes a partner who has delivered an infrastructure managed service driving acquisition of customers at scale, potentially using large SAP/Citrix/Red Hat deployment, high performance computing and/or serverless computing. The winner will demonstrate innovation, competitive differentiation, and customer value that results in a profitable business while showcasing the benefits of using Microsoft Azure services.

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Commercial Enterprise Partner of the Year

This Award recognizes an Enterprise partner that has delivered against the evolving needs of their customers and have also taken great strides to not only transform their businesses, but to continue to set the bar within their industries. The winning nomination will showcase a partner that has demonstrated innovation through the delivery of a solution that results in a profitable business that showcases the benefits of using Microsoft Cloud services in one or more of the

Solution Areas: Modern Workplace, Business Applications, Data and AI, Applications and Infrastructure.

Preference for partners with a cloud-based competency.

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SMB Scale Direct Partner of the Year

This Award recognizes an SMB-focused partner that has delivered against the evolving needs of their **Customers** and have also taken great strides to not only transform their businesses, but to continue to set the bar for this within their industries. The winning nomination will showcase a partner that has demonstrated one or more of the following:

- Partner shows how they have expanded their business, deepened their customer engagement and increased their profitability by **leveraging the Microsoft CSP program**,
- Partner shows how they have created an **innovative solution** that results in a profitable business that showcases the benefits of using Microsoft Cloud services,
- Partner has demonstrated innovation and **cloud acceleration** through the delivery of a solution that results in a profitable business that showcases the benefits of using Microsoft Cloud services in one or more of the Solution Areas: Modern Workplace, Business Applications, Data and AI, Applications and Infrastructure.

Preference for partners with a cloud-based competency.

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SMB Scale Indirect Partner of the Year

This Award recognizes an SMB-focused partner that has delivered against the evolving needs of their **Channel** and have also taken great strides to not only transform their businesses, but to continue to set the bar for this within their industries. The winning nomination will showcase a partner that has demonstrated one or more of the following:

- Partner shows how they have expanded their business, deepened their customer engagement and increased their profitability by **leveraging the Microsoft CSP program**,
- Partner shows how they have created an **innovative solution** that results in a profitable business that showcases the benefits of using Microsoft Cloud services,
- Partner has demonstrated innovation and **cloud acceleration** through the delivery of a solution that results in a profitable business that showcases the benefits of using

Microsoft Cloud services in one or more of the Solution Areas: Modern Workplace, Business Applications, Data and AI, Applications and Infrastructure.

Preference for partners with a cloud-based competency.

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SMB Regional Partner of the Year

This Award recognizes a commercial partner who excels in selling to Small and Medium size businesses in a specific region within Canada, and that has delivered against the evolving needs of their customers. They have taken great strides to not only transform their businesses, but to continue to set the bar for this within their industries. The winning nomination will showcase a partner that has demonstrated innovation through the delivery of a solution that results in a profitable business that showcases the benefits of using Microsoft Cloud services in one or more of the Solution Areas: Modern Workplace, Business Applications, Data and AI, Applications and Infrastructure.

Preference for partners with a cloud-based competency.

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Breakthrough Partner of the Year

This award recognizes a partner that has showcased innovation through developing customer solutions that serve as a source of inspiration for the entire channel. These solutions leverage skills enablement and a keen understanding of the digital transformation both partners and customers are going through and set a gold standard for market opportunities. The winning nomination will showcase how a partner has increased their skillset and developed an innovative solution to achieve breakthrough results, using more than one of Microsoft's solution area's and demonstrates a repeatable solution that drives value to the customer's core business.

Preference for partners with a cloud-based competency

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New Acquisitions Champion Award

This Award recognizes an SMB partner that has delivered against the evolving needs of their customers and have also taken great strides to not only transform their businesses, but to continue to set the bar for this within their industries. The winning nomination will show how they increased their business with new customer acquisitions through the delivery of a solution

that results in a profitable business that showcases the benefits of using Microsoft Cloud services.

Preference for partners with a cloud-based competency.

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Sales Excellence Award

This Award recognizes a partner that shows how they increased their business with new customer acquisitions that showcases the benefits of digital transformation and using Microsoft Cloud services. The winning submission will clearly show **how** they have sold to multiple levels within the customer that aligns with the current shift to sell beyond the IT team.

Digital transformation initiatives are currently led by CMOs, CEOs, CIOs/CTOs, CDOs and CXOs. This is a whole new group within our customer and it's no longer just the IT team that is driving transformation - we are finding more line of business decision makers. It's our job to develop connections with new contacts and dive deep to understand the business. According to stats from LinkedIn, B2B buyers are five times more likely to engage with sales professionals who bring insights about their business, and when reps don't have relationships with six or more people, the outcome is 47% lower bookings with potential customers.

This award is about looking at the customer's overall business and how they empower their employees, heads of sales and marketing thinking about customer engagement, CFOs and CLOs working on optimizing operations and R&D thinking about how to transform products (as an example). Tie all the areas of business together, and bring the company together around your value proposition, and you will have a winning strategy. Involving the customer board of directors, would be another opportunity to drive the sale from the top.

Preference for partners with a cloud-based competency.

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Modern Marketing Innovation Award

The Modern Marketing Partner of the Year Award recognizes a partner who is using modern/digital marketing practices to acquire, convert and retain customers. The Modern Marketing Innovation Award recognizes an exceptional partner who excels at developing and delivering the use of campaigns using SEO, SEM, Search, Content Marketing or Social and demonstrates their Impact to drive leads and opportunities.

Submission Guidelines:

Answer the questions below in your submission.

1. Customer Impact / Transformation:

- a. What were the key benefits of your digital marketing solution/service to customers?
- b. Do you have third party references or data sources that illustrate exceptional customer experience or satisfaction (such as published articles, case studies, videos, or customer testimonials)? If so, please provide.

2. Microsoft Products

- a. Did you use Microsoft Marketing products and technologies, if so, describe what Microsoft products, services or technologies were used.

3. Competitive Advantage

- a. Describe how your solution, media plan or marketing activity helped you win against your competition in a customer situation. (what if the service provided was not a compete situation?)

4. Repeatability:

- a. Have you or do you plan to repeat your digital marketing solution / service to the same set or different customers?

5. Partnering for Success:

- a. Did your company partner with any other Microsoft partners in designing, developing, implementing, and/or integrating this solution? If yes, please describe your partnering story and how it benefited the customer.

6. Economic Impact on Partner Business:

- a. How did your solution/service help your own organization win and grow your business and what business transformation steps or considerations did you take to adapt to the digital advertising? (Examples: new roles, functions, capabilities).

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Living the Mission Award

The Award will recognize partners that have aligned to Microsoft's mission to empower every person and every organization on the planet to achieve more, and who have leveraged Microsoft technology and partner skills and resources to have a direct, and immediate effect on enhancing inclusion, improving the communities and/or environment in which they live and operate – helping people to realize their full potential.

Criteria:

- Must be a Microsoft Partner enrolled in the Microsoft Partner Network
- The solution must have been deployed within the last 2 years

Submission Guidelines:

Answer the questions below in your submission.

1. Impact:

- a. Please provide an overview of your program. How did you choose to align your organization with this effort?
- b. Describe the challenge or problem and how your solution was able to meet the needs of the customer.
- c. Please quantify the impact the program or innovation has had on the community?
- d. How did the program provide a life-changing experience?
- e. To what degree did or will your program have an impact on the issue?
- f. Do you have an example of how the work/program provided a life-changing experience for a beneficiary?
- g. If applicable, highlight any digital transformation or Cloud solution adoption that took place with the customer or community, due to your solution.
- h. Quantify the impact the program has had on the community it is designed to serve. Report reach and results.
- i. Do you have an example of how the work/program provided a life-changing experience for a beneficiary?

2. Microsoft Products

- a. Describe what Microsoft products, services or technologies were employed with this initiative.

3. Repeatability:

- a. Please provide evidence of your company's ongoing commitment to the program and how you are living your values within the community.
- b. What are your future plans for your program? How do you see it evolving?
- c. Is the solution technically or economically viable?

4. Partnering for Success:

- a. Have you received third-party validation of your program? "Third-party validation" refers to support.

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Winning Together Award

This award recognizes partners who have collaboratively delivered an innovative and successful solution to a customer leveraging Microsoft-based technology.

Microsoft's partner ecosystem has one of the most active and diverse networks in the world, with infinite opportunities for partners to build relationships with other Microsoft partners.

A critical aspect of “winning together” is collaboration between Microsoft partners, where they leverage each other’s diverse strengths to solve increasingly complex customer problems. This award was designed to showcase how our partners, by working together, have built positive and profitable businesses and how the breadth of Microsoft’s products and the solutions built upon them, can combine to create the unique and differentiated solutions and practices that allowed them to compete and thrive.

Eligible entrants will be able to demonstrate that by partnering with one or more Microsoft Partners, as identified in the Microsoft Partner Network, together were able to deliver an innovative and successful solution to a customer leveraging Microsoft-based technology.

Submission Guidelines:

Answer the questions below in your submission.

1. Customer Impact / Transformation:

- a. Show how the solution is unique and innovative by describing the business challenge and opportunity your service or solution addressed, as well as the size of the customer’s business problem/opportunity.
- b. Describe how using one or more current Microsoft products created a unique market offering.
- c. If applicable, highlight any digital transformation or Cloud solution adoption that took place with the customer, due to your solution.
- d. Explain how the offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (i.e. revenue acceleration, growth, customer adds, cost reduction, business productivity, gain business insights, assistance with managing or winning customers, building customer satisfaction). Be specific and quantify the gains in terms of clear, measurable, return on investment, if possible.

2. Microsoft Products

- a. Describe what Microsoft products, services or technologies were used in the solution.

3. Competitive Advantage

- a. How did the partnership create a competitive advantage?
- b. Describe how working together using one or more current Microsoft products to create a unique market offering and win against the competition in a customer situation.
- c. Your marketplace differentiation against other, competing services or solutions

4. Repeatability:

- a. Is this solution specific to one particular customer or is it repeatable – providing a broader market impact? In which key industry verticals was your solution

implemented and how do you foresee any new industry expansion for your business? Can the solution be applied to any other potential industries and how?

5. Partnering for Success:

- a. Were there other services through collaboration with any other partner and describe how it enabled you to specialize, scale, reduce cost and/or produce additional value to your customer?

6. Economic Impact on Partner Business:

- a. How did your solution or service increase Microsoft's Cloud Technology platform usage? Highlight how this solution is positioned for growth and transformation with Cloud technologies.
- b. Show the impact of the Microsoft business on the partner, for this solution and overall business.
- c. How did this solution contribute to revenue, growth and customer adds, and what this means for future partner growth.

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